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AUTHOR Bardgett, Ralph; And Others
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ABSTRACT

This annotated bibliography presents annotations of 61 journal articles (published from 1982 to 1991) which deal with broadcast journalism for the communication educator. The annotations are divided into five main categories: (1) curricular concerns; (2) surveys of the professional environment; (3) professional ethics; (4) technology; and (5) total education (liberal arts vs. skills orientation). (SR)

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BROADCAST JOURNALISM FOR THE COMMUNICATION EDUCATOR

Ralph Bardgett
Dan B. Curtis
Jerry L. Winsor

Central Missouri State University

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Curricular concerns

Bliss, Edward Jr. (1985, Spring). Teachers must inspire and challenge students. Journalism Educator, 40 (1), 44-47.
Bliss "exhorts broadcast journalism instructors to set good examples for students in terms of precision in language, integrity, expectations, and challenges."

Brinkman, Del. (1985, Autumn). Quality must be emphasized in 21st century education. Journalism Educator, 40 (3), 9-11.
The author emphasizes the strides educators must make in order to recruit and train the future broadcast journalists of the United States.

Burkhart, Ford. (1990, Summer). Taking news seriously in classroom lectures: Press conferences replace quizzes for critical thinking. Journalism Educator, 45 (2), 79-80.
Mr. Burkhart warns the reader of the decline of broadcast from being concerned with the communication of ideas to being concerned with entertaining the audience. The article also discusses how journalism instructors can get students to question the nature of news in all media, and "do battle for print, memory, and reason."

Carroll, Ray & Copeland, Gary A. (1988, Spring). Building skills for successful live interviews. Journalism Educator, 43 (1), 59-62.
Students in public relations, broadcast news, and advanced television production classes were examined to determine what skills they need to improve their interviewing skills. In this article, the authors elaborate on their findings.

Davis, Linda Lee. (1986, Autumn). B-cast journalism students turn to corporate TV careers. Journalism Educator, 41 (3), 13-19.
Discussed in this article are the reasons why many broadcast journalism students and professionals are looking for jobs doing more outside broadcast work for large corporations. "Private television" as it is termed is growing in need and popularity. Therefore, universities have begun to offer courses in "corporate television."

Edwards, Don. (1991, Spring). A report on textbook choice in teaching broadcast journalism. Feedback, 32 (2), 26-28.
Edwards presents the results of a questionnaire sent out to 229 schools nationwide indicating their choice of textbook(s) for their broadcast journalism courses. The course were broken down into three categories: Writing, Reporting, and Presentation. The study found a wider variety of titles used as textbooks than anticipated by the researchers.

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Edwards, Don. (1991, Winter). Television news critiques can effective, creative: Audio recorder give time for more comments. Journalism Educator, 45 (4), 69-71.
In this article the author shares a technique for grading news packages in TV Reporting classes. He uses a tape recorder to critique the videotaped assignment. Therefore, the instructor gives the student a detailed criticism of his/her work in less time than writing those comments.

Endres, Fred F. & Wearden, Stanley T. (1990, Spring). Career choices, perceptions of work by undergrads Journalism Educator, 45 (1), 28-35.
The authors of this study asked students why they choose journalism as a career. Over 400 students responded to

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a questionnaire asking general questions about the journalism field. Results show respondents chose the journalism field for many reasons: advancement opportunities are numerous, contribution to society are great. Yet their was also a down side to choosing this career which respondents noted: low pay and stress.

Ingold, Charles H. (1988, Summer). Getting cable TV off to a good start. Journalism Educator, 43 (2), 99-102.
Mr. Ingold reviewed the cable television course at the University of Northern Colorado. He discussed many aspects of the course as well as problems associated with the course.

Kaplan, Herb. (1990, Fall). 'I didn't think of it that way:' On teaching ethics in broadcasting curricula. Feedback, 31 (4), 14-18.
The author teaches a course in Broadcast Ethics and shares his feelings and thoughts about the subject and its role in Mass Communication curriculum. Areas discussed include the role of law and regulation in the ethics curriculum, the role of codes and positioning an ethics course and its content in a broadcasting curriculum.

Korda, Ronald. (1988, Summer). Industry sources form reading list in no-text classes. Journalism Educator, 43 (2), 102-105.
This writer asserts the use of industry sources, such as trade journals, can effectively replace textbooks in developing broadcast journalism course materials.

Mc Bride, Donald L. (1986, Spring). Lone BJ profs need support, tools of the trade. Journalism Educator, 41 (4), 31-33.
The author of this article "describes the newly hired broadcast journalism educator's basic needs, noting that fostering conditions for professional growth should be a concern for department chairs."

McCall, J.M. (1990, Summer). Beyond the Roper report. Feedback, 31 (3), 9-10.
Further implications of the Roper report are discussed and some of the questions about the future of broadcast education are raised by Mr. McCall. The author suggests further dialogue between broadcasters and educators to achieve progress.

Moss, Robert F. (1987). Using TV news in basic writing classes. Journal of Basic Writing, 6 (1), 65-77.
Robert Moss accounts his use of the three TV network news teams as a critical basis for his students enrolled in his English class. The goal of Mr. Moss was for his students to approach TV news in an analytical fashion to enhance their critical thinking and writing skills.

Packer, Lynn, Griffiths, Thomas A., & Tarbox, Norman. (1984, Winter)Teaching the television news live shot. Feedback, 26 (3), 12-13.
Acquiring basic skills for the news live shots is the emphasis of this article. The authors focus on the need for students to learn standard skills required for an effective live news broadcast so that the student can focus more time on the journalistic content of the story.

Robinson, William L. & Kamalipour, Yahya R. (1991, Spring). Broadcast education in the United States: The most recent nation survey. Feedback, 32 (2), 2-5.
The writers identify the practices and characteristics of broadcast education programs which were current throughout the country at the beginning of the decade. Findings reveal that most programs rely on a blend of theory and studio courses to prepare broadcast majors for work in the industry.

Rucker, Bob. (1991, Summer). Turning TV news experiences into technology case studies. Journalism Educator, 46 (1), 50-53.
The author describes two experiences he has had in order to illustrate how to reconstruct these "war stories" into case studies. The process includes looking at the experience with a great deal of thought and openness to criticism.

Scafella, Jeanne S. (1988, Spring). Blueprint for an exciting course in journalism ethics. Journalism Educator, 43 (1), 15-16.
A course in journalism ethics is outlined in this article including several topics for discussion in a 12 to 16 week course and guest lecturers the author invited to his ethics class.
Teaching tips. (1986, Winter). Journalism Educator, 40 (4), 22-48.
"Presents 10 teaching tips in the areas of advertising, news reporting, and writing, interviewing, radio broadcasting, videotape editing, and internships."

Teaching tips. (1985, Winter). Journalism Educator, 39 (4), 15-29.
Presented in this article are a variety of classroom techniques intended for the broadcast journalism classroom.

Toppins, Sarah. (1986, Autumn). Birthday leads Spark broadcast style test. Journalism Educator, 41 (3), 46-47.
The author presents an exercise in which students must write five broadcast leads from five of the major newspaper stories reported on the day they were born.

Warner, C. & Liu, Y. (1990, Summer). Broadcast curriculum profile. Feedback, 31 (3), 6-7.

Williams, John W. (1990, Fall). Teaching broadcast ethics: An alternative course plan. Feedback, 31 (4), 14-15, 24-25,
An ethics course is discussed chronologically in this article. Emphasis in this course is placed on problem-solving, character development, and the timeless nature of ethical considerations.

Wollert, James A. (1982, Summer). Broadcast news education lags in technology areas. Journalism Educator, 32 (2), 52-54.
Wollert "reports the results of a survey of broadcast journalism instructors in and effort to find out where college and university broadcast journalism programs stand in state-of-the-art technology for teaching purposes."

Surveys of the Professional Environment

Berkowitz, Dan & Adams, Douglas B. (1990, Winter). Information subsidy and agenda-building in local television news. Journalism Quarterly, 67 (4), 723-731.
Studying data from actual subsidized information received by a network-affiliate television news department, this study examines the "agenda-building process in local television news." the focus here is on the "first filtering of the process, where news sources provide subsidized information to journalists, and journalists in turn select potential news stories from those provided."

Clem, Patricia. (1990, September). TV outlook for the '90s: Bearish for network news; bullish for local news. The Quill, 78 (7), 32-35.
The predictions of the seventh annual Broadcasting-Taishoff Seminar about the future of broadcasting are discussed in this article.

Cole, Richard, R. (1985, Autumn). Much better than yesterday, and still brighter tomorrow. Journalism Educator, 40 (3), 4-8.
Cole examines the strengths and weaknesses of current journalism and mass communication education. The problems are presented and suggested changes for the future are examined.

Grossman, Lawrence K. (1990, July/August). TV news: The need for a new spirit. Columbia Journalism Review, 47-48.
The author, a former president of NBC News and of the Public Broadcasting Service, discusses the problems of today's high-tech news programs. He suggests that networks should get back to speaking up and provoking thought on issues in today's society rather than just letting pictures speak for them.

Katz, Jon. (1990, May/June). Memo to local news directors; RE: Improving the product. Columbia Journalism Review, 40-45.
Suggestions for local news directors are outlined in this article. The author states that local news stations must change in order to keep up with national competitors such as CNN.

Luft, Greg. (1991, September/October). Camcorders: When amateurs go after the news. Columbia Journalism Review, 35-37.
In this article, Mr. Luft discusses several ways television stations encourage amateur footage of news events and the implications of using that footage in their news broadcasts.

McManus, John. (1990, Winter). How local television learns what is news. Journalism Quarterly, 67 (4), 672-683.
The research outlined in this article qualitatively and quantitatively examines how a medium-sized, a large, and a very large local television news organization learn what in their environments is newsworthy.

McManus, John. (1990, May/June). Local TV news: Not a pretty picture. Columbia Journalism Review, 42-43.
Mr. McManus discusses the findings of his examination of four western newsrooms. He found and discusses many unethical practices and the lack of good journalism in today's newsrooms.

Meeske, Milan D. (1988, Summer). Update: broadcast intern programs and practices. Journalism Educator. 43 (2), 75-77.
Meeske examines the results of a survey on broadcast journalism internship programs. The study found that a majority of schools do not offer an internship program and few of the schools that do offer internships pay the students for their work.

Riffe, Daniel & Shaw, Eugene F. Ownership, operating, staffing and content characteristics of 'News Radio" stations. Journalism Quarterly, 67 (4), 684-691.
The results of a mail survey from 146 "News Radio" stations are analyzed in this article. The purpose of this work is to profile characteristics associated with the news radio format.

Rushing, S., Kittrell & Cobb, Steve. (1983, Winter). Writing: The job skill for broadcast news. Feedback, 25 (3), 14.
One hundred nineteen news directors were surveyed for this brief article and the findings were that the two basic qualifications for a "would-be radio news person" were experience and writing skills.

Smith, Conrad. (1984, Winter). Research in brief: Newsgathering technology and the content of local television news. Journal of Broadcasting, 28 (1), 99-102.
Smith conducted a study which examines the effects of new technology on news gathering and the results indicate that it affects the way news is presented and the roles of some news workers. Also, "the technological change may have degraded news content and reduced the autonomy of news directors."

Williams, Fred. (1991, September). The shape of news to come: The gulf war was an opportunity for TV news to show off, and to raise questions. The Quill, 79 (7), 15-17.
The gulf war brought about a new immediate type of reporting in which the "correspondents became a part of the news as well as reporters of it." In this article, Mr. Williams examines the ramifications of this new "spontaneous" broadcasting.

Professional Ethics (Style vs. content, etc.)

Martin, C., June. (1988, Spring). The case for the lost ethic: Making moral decisions. Journalism Educator, 43 (1), 11-14.
Martin discusses the complexity of ethics in broadcast journalism. The "Ethics Awareness Model" as well as other aspects and theories are defined and discussed.

Messaris, Paul. (1990, Fall). Ethics in visual communication. Feedback, 31 (4), 2-5, 22-23.
The author focuses on four different forms of visual deception in order to have a general understanding of "how people make sense of and respond to images." He includes concrete examples of each of the categories and tries to indicate their implication for future theory and research.

Meyers, Christopher. (1990, Autumn). Blueprint of skills, concepts for media ethic course. Journalism Education, 45 (3), 25-31.
The author is a professor who teaches a media ethics course. In this article, he discusses the problem of integrating theory and practice while giving an accurate description of the profession. Also, he overviews the unique ethical dilemmas of a media ethics course.

Parsons, Patrick R. (1989, Spring). Values of communication students and professional self-selection. Journalism Educator, 66, (1), 161-168.
Parsons "examines the fundamental cultural values and political attitudes of communications students at the beginning of their professional education. compares profiles of students in advertising, print and broadcast journalism, telecommunication and public relations."

Singletary, Michael W., Caudill, Susan, Caudill, Edward, & White, Allen. (1990, Winter). Motives for ethical decision-making. Journalism Quarterly, 67 (4), 964-972.
The authors conducted a Q-analysis of 13 motives for ethical decision-making by 17 professional and 49 mass

communication majors and reported the results in this article. They asked: "How does a given reporter tend to react when confronted with various types of ethic problems? Do reporters...adopt different ethical styles?"

Smith, Conrad, & Becker, Lee B. (1989, Winter). comparison of journalistic values of television reporters and producers. Journalism Quarterly, 66 (4), 793-800.
The authors analyzed the contention that the television producers are less ethical than reporters. This article finds little evidence that the reporters are fighting producers to protect journalistic integrity.

Steele, Bob. (1991, March). Ethics clinic: a 10-step approach to a good decision-making. The Quill, 79 (2), 36.
As the title implies, this article is about a ten-step method of ethical decision-making. Dr. Steele claims that "this approach places a premium on the *process* with less emphasis on the results."

Warren, John. (1988, Spring). Handling ethical lapses outside the classroom. Journalism Educator, 43 (1), 16-18.
The results of 10 item questionnaire which illustrated seven scenarios of unethical behavior (sent to 92 heads of journalism programs) are discussed in this article. The study asked what actions each chairperson would take in each of the seven scenarios.

What's happening in ethics? (1991, March). The Quill, 79 (2), 37-38.
This two page article is a sampling of ethics stories from SPJ regions including results of a survey of ethical questions given to 5,000 girls and boys between 4th and 12th grade.

Wulfemeyer, K., Tim. (1990, Winter). Defining Ethics in electronic journalism: Perceptions of news directors. Journalism Quarterly, 67 (4), 984-991.
Study of the ethical guidelines or principals of journalists is the focus of this research report. The study includes specific actions that these electronic journalists considered ethical or non-ethical.

Technology

Cleland, Gladys L. & Ostroff, David H. (1988, Winter). Satellite news gathering and department operations. Journalism Quarterly, 64 (4), 946-951.
A Jacksonville, Florida station (WJXT) is observed and analyzed in this study. The study focuses on a local television station's use of satellite news gathering and the effects this technology may have on the future of local news reporting.

Cox, Mary. (1984, Winter). Computerization of the broadcast newsroom: Implication for education and performance. Feedback, 26 (3), 7-11.
The author reports on how computerized broadcast station prepare the news and discusses implication for news and education, pointing out ways teachers can prepare students for computerized newsrooms.

Harwood, Kenneth. (1991, Winter). 'Premium' pay in broadcasting: On average, broadcasting pays more than most occupations. Feedback, 32 (1), 5-6.
Comparisons of the salaries of broadcasting graduates and other non-agricultural jobs for the past ten years are analyzed in this article. The article also forecasts wages broadcasting graduates will make in the future.

Total Education (Liberal arts vs. skills orientation)

Bantz, Charles R. & McFarlin, Robert Jr. (1987, Summer-Fall). Broadcast journalists' education in a metropolitan setting. Journalism Quarterly, 64 (2), 610-613.
The authors of this study examine the education background of working broadcast journalists in Minneapolis-St. Paul, Minnesota. They found that a large number of journalists have a college degree but a sizable number of these journalists do not have a degree in journalism.

Carroll, R. (1987, Spring). No middle ground: Professional broadcast education is liberal education. Feedback, 28 (2), 7-10.
Dr. Carrol, in this article, discusses the question of whether or not a liberal arts education helps or hinders a college student. The "middle ground" the author emphasizes is to "train students in marketable skills as well as too educate them in anticipation of a lifetime of professional opportunities."

George, Nicholas & Pfrommer, Marion. (1986, Winter). Print, b-cast news courses are successfully integrated.

Journalism Educator, 40 (4), 11-13.
The authors describe a program that prepares students to be "total journalists" by integrating many areas of broadcast journalism in one learning community.

Hilt, Michael L. (1991, Winter). Improving broadcast internships: A look at university and industry obligations in training of a new generation of professionals. Feedback, 32 (1), 6-7.
"This article offers some suggestions to help both the university and the broadcast industry upgrade the internship programs." The article includes results from several studies with an emphasis on "learning the basics" in broadcast journalism.

Hudson, Jerry c. (1987, Winter). Broadcasters want experience, skills, and liberal arts. Journalism Educator, 41 (4), 36-38.
A study, discussed in this article, indicates that broadcast news employers prefer entry-level employees who have "(1) a degree in journalism or broadcast journalism, (2) a liberal arts education, and (3) a news internship." Claims that educators have a responsibility to provide both journalism skills course work and academic counseling leading to relevant and practical degree programs.

Leigh, Frederic A. (1990). Searching for cooperation with public broadcasting. Journalism Educator, 45, (2), 4-12.
Leigh determines the areas of cooperation and the extent of resource sharing between schools of journalism and mass communication and public broadcasting stations licensed to their institutions. This article also makes recommendations for successful cooperation and sharing of resources.

Porter, Michael & Szolka, Peter. (1991, Spring). Broadcasting students' perspectives of a liberal arts education. Feedback, 32 (2), 18-21.
A study was conducted at the University of Missouri-Columbia and surveyed students asking "what they think about a liberal arts orientation in university communication programs." The results indicate a lack of communication between the students who want a more "hands-on" education and the educators who provide a liberal arts education.

Report of the task force on the future of journalism and mass communication education. (1989). Journalism Educator, 44 (1), A1-A24.
This article "offers clarification on the central role of the liberal arts and sciences in education for the communication professions, and assesses curriculum needs in advertising, broadcasting, magazine journalism, news-editorial journalism, public relations, and visual communications."

Stone, Vernon. (1987, Spring). Broadcasting market flooded by non-news radio-TVmajors. Journalism Educator, 42 (1), 20-23.
The findings of a phone survey is discussed in this article. The survey attempted to determine why there seemed to be a surplus of applicants for mass media jobs when the number of graduates in the field only equaled two-thirds of the demand. The survey found that there are many communication majors with no journalism experience who are applying for those jobs creating a surplus of applicants.

Teeter, Dwight. (1985, Autumn). Liberal education is the key to defending our liberties. Journalism Educator, 40 (3), 12-15, 44.
An attempt to discuss, if not answer, three questions concerning journalism education is made in this article. The questions are as follows: (1) "Just what consent of the governed is there anyhow?"; (2) "Free Journalism or Responsible Journalism?"; and (3) "Journalism Education or Journalism Training?"

Wulfemeyer, Tim K. (1983, Winter). The value of college broadcast news training. Feedback, 25 (3), 7-9, 35.
"The purpose of this study was to determine how to improve the content and value of college training as a preparation for careers in broadcast journalism." The study found that universities need to improve in skill and leadership training.

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